



Discover Puerto Rico Publishes 2020-2021 Annual Report

DMO highlights exciting results obtained during the third fiscal year, despite unprecedented challenges.

San Juan, Puerto Rico, August 27, 2021- Closing out the third year of operation, Discover Puerto Rico, the Destination Marketing Organization (DMO) of the Island, published its 2020-2021 annual report. The report includes relevant information on how the DMO has invested funds during their third fiscal year, to establish the organization as the most trusted resource for information related to travel to Puerto Rico, while keeping the Island's destination brand top-of-mind with consumers, travel advisers and professional planners.

At the outset of the COVID-19 pandemic, Discover Puerto Rico employed a comprehensive recovery plan designed to protect the tourism industry and the 86,000+ jobs it sustains. Whereas other destinations stopped all promotion and ceased proactive messaging, the organization chose to follow a different path. By shifting their tone and adjusting the content, the DMO provided a balance of inspiration of what awaits the traveler when they visit the Island, and information about the health and safety protocols in place.

"Fiscal year 2020-2021 (FY20-21) was a year of doing more with less, while maintaining an unwavering commitment to laying the foundation for a robust recovery of tourism in Puerto Rico. Even with the COVID-19 circumstances in the Island, we influenced \$257.8 million in direct economic impact, generated \$18 million in tax revenues, and delivered \$365 million in publicity. While, our digital marketing continues to outperform many competitor and peer organizations, delivering record levels of referrals to local businesses," expressed Brad Dean, CEO of Discover Puerto Rico.

Briefly, the report includes a summary of accolades and impressive results that delivered a strong performance in all areas, highlighting:

- **9,263,861 web sessions hosted on DiscoverPuertoRico.com**
- **182,409,774 social media impressions (Facebook, Instagram and Twitter)**
- **5,323 businesses/organizations promoted via DiscoverPuertoRico.com**
- **17,000 new images since the opening of the DMO and 2,000 new images for FY20-21**
- **\$27.6M meetings and conventions sales contracted (July 2020-June 30, 2021)**
- **20,481 travel advisers enrolled in Puerto Rico Travel Expert Certification Program**
- **623 total meeting planners were hosted for FAMs – 49 in person and 574 virtually**

"Our sales team has generated \$333 million of potential economic impact in meeting/convention leads and restored the future sales pipeline to pre-pandemic levels. And, the final four months of the fiscal year yielded a record level of accommodations' tax collections, an encouraging sign as we lead The Great Recovery of Travel and Tourism," he continued.

During this fiscal year, a variety of digital marketing tactics, online promotional activations, and ongoing media outreach to position Puerto Rico as a leader in the post-COVID-19 recovery were used. At the same time, Discover Puerto Rico reduced operating costs through furloughs, compensation reductions, contract renegotiations, and steep reductions in operating and administrative expenses.



“Despite difficult circumstances, Puerto Rico has become a shining example of resiliency and recovery in tourism. But we must remain committed to exceptional performance no matter the circumstances as we position Puerto Rico for even greater accomplishments in the future. Tourism holds tremendous promise for our Island, and the team at Discover Puerto Rico will continue working to surpass expectations,” finalized Dean.

The full annual report for 2020-2021 has been submitted to the Governor of Puerto Rico, as well as the members of Puerto Rico’s Senate and House of Representatives. It is also available in [English](#) and [Spanish](#), on the DMO’s industry portal, [DiscoverPuertoRico.com/industry](https://www.discoverpuertorico.com/industry). This portal also includes 980+ documents, including contracts, RFPs, meeting minutes, financial statements, budgets, research, analysis and presentations.

###